



[12406/35]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : Stephen LUPO et al.  
Serial No. : 09/825,409  
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For : INTERACTIVE MEDIA RESPONSE PROCESSING  
SYSTEM  
Group Art Unit : 2143  
Examiner : Joseph E. Avellino  
Confirmation No. : 1638

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Date: Aug 16, 2005  
Signature: [Signature]

**AMENDMENT A**

SIR:

This paper addresses the Final Office Action dated May 16, 2005 and the Advisory Action August 5, 2005. This paper accompanies a Request for Continuing Examination in the above-captioned application. Initially, please amend the above-captioned application without prejudice as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 7 of this paper.